REMARKS

The Applicants acknowledge, with thanks, receipt of the Office Action mailed January 17, 2003. Claims 1-21 were pending. Claims 10-13 were rejected under 35 U.S.C. § 102(b) as being anticipated by Cannon et. al U.S. Patent No. 5,552,994 ("Cannon"). Claims 1-9 and 14-21 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Cannon in view of Gever et. al U.S. Patent No. 6,313,835 B1 ("Gever"). Claim 13 was objected to as missing "one" following "at least" on page 17, line 9.

The action by the Examiner of this application, together with the cited references, have been given careful consideration. In light of the Examiner's objection to claim 13, the aforementioned claim has been amended and "one" has been inserted in accordance with the Examiner's direction. Applicants have amended claims 1, 10 and 14 to more accurately define what Applicants believe their invention to contain. The amended claims herein contain no new matter, and all amendments to the claims are supported by the specification as filed. Claim 10 includes the addition of a "personal computer of the user" which is supported in the specification on page 9, line 24, page 13, lines 2 and 8

The addition of claims 22-26 have no new matter as the newly incorporated claim limitations are disclosed in the original specification. "Social expression product" may be found on page 5, line 23, "web browser" may be found on page 6, line 13, page 7, lines 3-4, 15 and 21, page 10, lines 17-21, "plug-in" may be found on page 7, page 8, line 25, page 9, line 26, "web server" on page 9, line 25, "adding design elements from an external source" may be found on page 12, lines 5-11, "portable storage medium" may be found on page 13, lines 8-9 and "personal computer of the user" on page 9, line 24, page 13, lines 2 and 8.

The Applicants believes amended claims 1-21 and new claims 22-26 accurately define the patentable invention Applicants believe is disclosed herein. Applicants respectfully traverse the Examiner's rejections and request the Examiner reconsider the claims in their present form, together with the following comments regarding the Examiner's substantive rejections and allow the application.

The Subject Application

By way of review, the subject application teaches a system for creating and printing social

expression products by a user at his or her home computer over the Internet. The system utilizes a plug-in program that is executed in the web browser application the user uses to access the Internet. The program is downloaded from a web server which stores the plug-in program, said web server also being used to store a multitude of files, each representing a printable social expression product, and each consisting of one or more design elements ranging from graphics to regular text and attributes of those elements such as position or color.

The user accesses the Internet using the web browser from a client computer and enters the web server address that corresponds to a request for the file of a specific printable product. Upon download of the file of a specific printable product, the client's web browser either detects the presence of the plug-in or determines installation of the plug-in is required. The plug-in is then installed, if necessary. When the download option is selected, the plug-in program residing on the user's computer detects and opens the file or files containing data defining the social expression product previously selected. The plug-in program enables the user to modify, edit and add the design elements using the existing web browser. The plug-in then assembles the modified design elements into the social expression product desired by the user. The plug-in then processes the social expression product in such a fashion as to enable the user to print the social expression product on his or her printer. Thus, the user is able to print, for example, a greeting card at his or her home, without having to download a large database of images or existing cards, modify the card without having to download or install a separate application, and print the greeting for mailing to a recipient.

The Cannon Patent

In contrast to the subject application, Cannon teaches a system that uses a display/ordering facility and a separate and remote printing facility for printing greeting cards. The user accesses the Cannon invention via a display/ordering facility, preferably with a telecommunications line to a remote printing facility. The display/ordering facility allows the user to select a greeting card stored in a greeting card database. If the user wishes to create a personalized greeting card, the user enters personal information, images and the like, into a card order, which is then transmitted to the printing facility for processing. If the user selects a greeting card without modifications, the user is able to personalize by adding text. The amount of

text is determined by the printing facility, i.e., depending on the font size selected by the user, the printing facility determines the number of lines available. Once the user has entered the text, an order is generated. Cannon provides for faxing the order to the printing facility, the user may telephone the order in, or the user may use a modem to transmit the order.

After the order is received at the remote printing facility, the order is processed and a distinct order identification is generated, which lets the printing facility know when to print the card. Also included in the order identification is a number that identifies the greeting card the user selected at the display/ordering facility. The printing facility will, in accordance with the order information, print the greeting card and mail or ready the card for the user to pick-up. Cannon discloses in some detail ways of personalizing a greeting card, however, none of the ways so disclosed are accomplished by the customer (the user). All are accomplished by the creator of the card creation database. Said creator's location is not precisely identified in the Cannon application except it is not accomplished at the user/customer interface. Further, Cannon teaches a card creation data base whose purpose is to store card formats for multiple products to be used by both the card display/order system and card printing system. Images, both high and low resolution versions, are not stored as part of the card creation data base.

The Gever Patent

In contrast to the subject application, the Gever patent teaches a method for the simplified preparation of dynamic web sites. The method utilizes a user's home computer and web server, with a connection established between the two over the Internet. The user is then able to select animation sequences for posting on his or her web page over the Internet. That is, the user chooses via the connection, which animation sequences he or she would like to display on his or her web page. The chosen sequence is stored on a work area allotted to the user on the web server. Gever provides for the "power" user to download certain animation templates from the web server, receive a software package, modify the template and upload the template to the web server for on-line users to use to create dynamic web page. It should be noted that Gever teaches the user sends commands to the web server and the web server performs the commands. The user's computer is not responsible for animating the sequences, the server handles the majority of the processing required for creating the dynamic web page. It should be noted that similar to

Cannon, Gever teaches the final generated product, be it greeting card or animated sequence, is not stored at the user's computer, but rather is formed and stored at a remote location, unavailable for printing at the user's home computer.

Objections

The Examiner has noticed the absence of the term "one" following "at least" in claim 13 on page 17, line 9. In accordance with such notice, Applicants have amended claim 13 to insert the absent "one" and hereby respectfully traverse the Examiner's objection thereto.

Rejections Under 35 U.S.C. §102(b)

Claims 10-13 were rejected under 35 U.S.C. § 102(b) as being anticipated by Cannon et. al, U.S. Patent No. 5,552,994 ("Cannon"). Applicants respectfully traverse.

The present application teaches a program enabling a user to create and print a social expression product at his or her home computer. The invention, as claimed, teaches a plug-in for a web browser, such as Internet Explorer or Netscape Navigator, which allows a user to download design files from an online server. The plug-in also includes directions for formatting the assembled social expression product for printing to a local printer. All of the modifications, editing, assembling, and printing are accomplished at the user's home computer via the plug-in program. (Page 12, lines 19-20). In accordance with the foregoing, Applicants have amended claim 10 to more accurately define what Applicants believe is the invention claimed. Claim 10 now includes the definition that the computer usable medium further comprises means for modifying a browser program on a computer of a user to allow the user to edit the defining data within the browser program. (See page 7, lines 15-25; page 8, line 25; page 9, line 26; page 10, lines 4-26; page 11, lines 1-11; page 12, lines 13-26, and page 13, lines 1-2; See also attached CD-ROM of computer program code listings).

Applicants respectfully traverse the Examiner's rejection of claim 10 as being anticipated by Cannon. The Cannon patent discloses a system wherein a greeting card is selected by a user at a remote site from a database. The database may be incorporated in a CD-ROM (Col. 6, lines 62-65), accessible by the display/order facility, or it may be remote via a computer network (Col. 4, lines 56-68). In either instance, the data downloaded to the user at the display/order facility is not

data defining a printable product as disclosed in the subject application. The display/order facility allows a user to view different images (Col. 3, lines 56-66) of greeting cards, but as there is no means for printing the greeting card at the display/order facility (Col. 4, lines 1-8), the image is therefore representative and incapable of being printed at the display/order facility. As disclosed in Cannon, the remote printing system facility accesses the card creation database, downloads the data, and actually creates the printable product. (Col. 20, lines 14-18). The remote printing system receives and processes the transmitted orders. (Col. 5, lines 15-19). In contrast, the subject application, as defined in claim 10 and supported at page 12, lines 19-20, provides for the user's computer to assemble the downloaded design elements (data defining a printable product) in order to print the social expression product at the user's home computer. Further, Cannon discloses the benefits of the card description data base as taking the format of a multiple record file system, a "data base" as it is known in the art. In contrast, the subject application incorporates design elements, their locations, and the graphical design elements into a single file for each printable social expression product. The two approaches are dissimilar.

Cannon discloses at Col. 5, lines 18-19, a card display, ordering, and printing system which can receive and process electronically transmitted orders for card designs, optionally including personalized text and images, such as a handwritten signature. Applicants respectfully disagree with the Examiner's interpretation of the foregoing. Applicants believe that Cannon, taken as a whole, does not teach modification means for modifying the data defining a printable product accomplished by the user at his or her personal computer. The subject application, in claim 10, denotes that the modifying of a printable product is initiated by the user at his or her home personal computer. A remote printing system is not part of the subject application.

Cannon discloses at Col. 11, lines 55-59 that the card printing system, which as defined is remote from the user's display/order facility, formats the text for printing. Prior to lines 55-59 in Col. 11, Cannon teaches that the card printing system retrieves the text from the order information database and determines the format on the printed card. (Col. 11, lines 42-60). Thus, Cannon teaches a separate computer program, existing solely on the printing system computer and not the user's computer, contrary to Applicants' invention as defined in claim 10. The subject application teaches that the printing formatting means are contained within the plug-in, that is,

the same computer program that allows for the modification, downloading and assembly of the printable product. (Page 9, lines 1-18).

As claims 11-13 depend from claim 10 and as Applicants believe claim 10, as amended, is now in condition for allowance, it is submitted that claims 10-13 are in condition for allowance under 35 U.S.C. §102(b).

Rejections Under 35 U.S.C. §103(a)

Claims 1-9 and 14-21 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Cannon in view of Gever et. al, U.S. Patent No. 6,313,835 B1 ("Gever"). Applicants respectfully traverse the Examiner's rejections.

Claims 1 and 14 have been amended to include the limitations of a printer operatively coupled to the client computer, wherein the downloaded first program assembles printing data for printing on the printer. Also included, a limitation wherein the first program provides the user with modification functions. As discussed above, the system disclosed in Cannon teaches a remote printing system that is responsible for modifying the selected card for printing. In actuality, the Cannon patent expressly teaches away from the added limitations in that Cannon claims a remote printing facility. (See Cannon, claim 1, column 20 and claim 14, column 21). Further examples of a remote printer may be found throughout the Cannon specification. (e.g., col. 4, lines 1-16 and 65-66; col. 5, lines 22-30).

Furthermore, there would be no motivation for one of ordinary skill in the art to connect a printer to the system described in Cannon because Cannon expressly teaches away from connecting a printer directly to the user's computer. (Id.) Cannon discloses that the intended purpose of his invention is to allow multiple users to enter personalized text at a retail site by accessing a plurality of display units. (Col. 3, lines 28-66). The Cannon invention distinctly points out its advantage over the prior art is that it provides for multiple users to personalize greeting cards without expensive equipment, displaying images of cards in a rapid format, and remotely printing the cards, thereby freeing up the display/ordering facility for another user. (Col. 3, lines 28-66). In contrast, the present invention, as claimed, pertains to a system whereby a user may create his or her own greeting card at home, without having to travel to a retail site for

pickup, selection, or printing, and without having to install and continually update a card creating program. Since the present application provides for the storage of a plurality of printable products on a server, the user does not need to store a plurality of different cards on his or her home computer. As Cannon is intended for retail sites (Col. 3, lines 28-66), there is no need for a user to utilize his or her own computer for the greeting card order.

Cannon does not disclose a program that provides a user with means for modifying data defining a printable product downloaded from a remote server. Cannon also fails to disclose the client computer accessing a server computer. Pointedly, Cannon discloses that the user, via the display/ordering facility, must transmit his or her order to the printing facility. (Col. 4, lines 66-67). Cannon neither teaches, nor suggests the user having access directly to the printing facility. In contrast, the subject application teaches the printer, attached to the client computer, prints the created social expression product. The card creation database, and the methods for modifying greeting cards taught in Cannon, do not allow the user to directly modify the greeting card. Cannon discloses that the only images the user has access to are images created solely for the purposes of rapidly displaying greeting cards on a television screen or other monitor. (Col. 3, lines 60-61 and Col. 8, lines 50-55). Nothing found in Cannon suggests allowing the user to personally modify a greeting card and no tools are provided to the user on the display/ordering facility.

The deficiencies, noted above, in connection with Cannon are not remedied by any additional teachings of Gever. Gever does not teach or disclose a system or method for the on-line creation of printable products as claimed by the Applicants. Due to the nature of the Gever patent, printing a document would render the Gever patent inoperative as the patent teaches a method for the preparation of a dynamic web page. (Col. 1, lines 64-67). In contrast to Applicants' invention, Gever teaches the modification of animated sequences, which are then stored on a server and made accessible by a viewer as a web page. (Col. 3, lines 29-30).

Gever goes on to teach that the ability to modify or edit the animated sequences may be accomplished, preferably, without the use of any proprietary software. (Col. 4, lines 40-44). In contrast, the subject application requires the installation of a specific plug-in to the web browser utilized by the user. (Page 10, lines 4-16; See also amended claims 1 and 14). The software

described by Gever at Col. 16, lines 15-50, is not comparable to the plug-in as claimed in Applicants' invention. The subject application claims a plug-in added to an existing application on the user's computer and does not require the uploading of a completed animation sequence template to the web server. As Gever teaches, the "power" user receives software enabling the creation of an animated sequence, thereafter the sequence is uploaded to the server and made available to on-line users. (Col. 16, lines 26-39). Thus an online user under Gever's teachings lacks access to any software capable of modifying the animation templates. It follows that both Gever and Cannon teach away from the online user having access to editing and modifying a printable product.

Therefore, neither Cannon nor Gever, separately or taken in conjunction, teach, suggest, or otherwise disclose Applicants' invention as claimed in amended claims 1 and 14.

As claims 2-9 and 15-21 depend from claims 1 and 14, respectively, and as Applicants believe claims 1 and 14, as amended, are now in condition for allowance, it is submitted that claims 1-9 and 14-21 are in condition for allowance under 35 U.S.C. §103(a).

CONCLUSION

In view of the foregoing, it is respectfully submitted that all claims are patentably distinct over the art of record and in condition for allowance thereof. If the Examiner believes there are any further matters, which need to be discussed in order to expedite the prosecution of the present application, the Examiner is invited to contact the undersigned.

If there are any fees necessitated by the foregoing communication, please charge such fees to our Deposit Account No. 50-0902, referencing our Docket No. 74218-05085.

Respectfully submitted,

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Date: __4\11\03__

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<u>**IN THE CLAIMS**</u>:

<u>**Version with Markings to Show Changes Made**</u>

1.   (AMENDED) A system for on-line creation of a printable product, the system comprising:

at least one server accessible via a computer network, said at least one server storing defining data defining a plurality of printable products including one or more design elements, and a first program providing <u>a user with</u> modification functions for modifying the defining data, and assembly functions for assembling a printable product suitable for printing; ~~and~~

a client computer for accessing said server, wherein said at least one server downloads said first program <u>and said defining data</u> to said client computer~~,~~<u>; and</u>

<u>a printer operatively coupled with said client computer, wherein said first program assembles printing data for printing the printable product on the printer.</u>

6.   (CANCELLED)

7.   (CANCELLED)

10.   (AMENDED) A computer usable medium having computer readable program code means embodied therein for creating, modifying and printing of a printable product, the computer readable program code means comprising:

<u>means for modifying a browser program on a personal computer of a user to allow the user to edit the defining data within the browser program;</u>

means for downloading data defining a printable product ~~from a remote storage device~~;

modification means for modifying the defining data; and

print formatting means for formatting the defining data for printing.

13.   (AMENDED) A computer readable program code means according to claim 10, wherein said print formatting means performs at least <u>one</u> of the following functions: resizing, scaling, and division into panels associated with a fold format.

14.   (AMENDED) A method for generating a printable product using an on-line system accessible via a computer network, the method comprising:

storing on a server accessible via the computer network, data defining a plurality of printable products including one or more design elements;

storing on the server a first program to enhance the functionality of a web browser program by providing a user with modification functions for modifying the defining data, and assembly functions for assembling a printable product suitable for printing, wherein the assembly and modification functions occur within the web browser program on a client computer; and

downloading the first program to a the client computer accessing the server through the web browser program, to allow provide for the user modification and printing of a printable product at the client computer.; and

printing the printable product on a printer operatively coupled to the client computer.

22.   (NEW)   A system for enabling a user to create and print a social expression product over a computer network, comprising:

a web server;

a personal computer of the user having means for communicating with the web server over the computer network;

a web browser located on the personal computer of the user;

a database storing defining data defining a plurality of printable products including one or more design elements, said database communicatively coupled to the web server;

a plug-in program stored on the web server and downloaded to the web browser loaded on the personal computer of the user, the plug-in program providing the user with means for retrieving defining data from the database, means for modifying the retrieved defining data and means for assembling a social expression product on the personal computer of the user; and

a printer operatively coupled to the personal computer of the user, wherein the user is able to print a social expression product at the personal computer of the user.

23.   A system for enabling a user to create and print a social expression product over a computer network, comprising:

a web server;

a personal computer of the user having means for communicating with the web server over the computer network;

a web browser located on the personal computer of the user;

a storage device containing defining data defining a plurality of printable products including one or more design elements;

a plug-in program stored on the web server and downloaded to the web browser loaded on the personal computer of the user, the plug-in program providing the user with means for retrieving defining data, means for modifying the retrieved defining data and means for assembling a social expression product on the personal computer of the user; and

a printer operatively coupled to the personal computer of the user, wherein the user is able to print a social expression product at the personal computer of the user.

24.   A system according to claim 23 wherein said storage devices is one of a group consisting of a remote storage device, a web server, a personal computer, and a storage medium.

25.   A system according to claim 23, wherein said plug-in program further provides the user with means for adding design elements from an external source, said added design elements created by the user.

26.   A computer readable program code means according to claim 10, wherein said data defining a printable product is stored on one of a group consisting of a remote storage device, a personal computer, and a portable storage medium.